



# THE ASSAM GAZETTE

অসাধাৰণ

EXTRAORDINARY

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GOVERNMENT OF ASSAM  
ORDERS BY THE GOVERNOR  
TOURISM DEPARTMENT

## NOTIFICATION

The 26th May, 2025

**eCF No. 638375/33.-** The Governor of Assam is pleased to notify the “Policy on Concert Tourism in Assam” and it will be published in the Assam Gazette (Extraordinary) and this policy will come into force with effect from the date of issue of this Notification. The Government also reserves the right to make any amendments of the Policy from time to time.

## POLICY FOR CONCERT TOURISM IN ASSAM

### 1. INTRODUCTION:

Concert tourism refers to travel undertaken by individuals or groups to attend live music events, including concerts, music festivals, and cultural performances. This form of tourism has gained global prominence, contributing significantly to the economy, hospitality industry, and cultural exchange. In many regions, music tourism has become a major driver of visitor footfall, generating revenue to local businesses, hotels, restaurants, and transport services.

Assam, with its rich cultural heritage, diverse musical traditions, and growing interest in contemporary music genres, has immense potential to emerge as a leading destination for concert tourism in India. The state’s scenic landscapes, including riverfronts, tea gardens, and historical sites, provide an ideal setting for live concerts and music festivals. Additionally, the presence of an enthusiastic youth population and increasing connectivity through improved transportation infrastructure make Assam a promising destination for concert-based tourism.

## 2. WHY CONCERT TOURISM?

Assam is known for its unique musical heritage including indigenous folk traditions such as Bihu, Bagurumba, Satriya, and others. The State needs to leverage the Iconic venues, including Riverfronts and Heritage sites to create unique experience. Modern genres like Rock, Pop, and EDM can also attract a diverse audience. Improved air, rail, and road connectivity with major Indian cities and neighboring countries enhances Assam's potential to host large-scale concerts and attract global audiences.

Concert tourism in Northeast India has experienced significant growth in recent years and has become a focal point for various cultural and music events. It has already hosted successful music festivals such as **Ziro Festival of Music (Arunachal Pradesh)**, **Brahmaputra Carnival (Assam)** and **NH7 Weekender (Shillong)** implying a strong potential market for concert tourism.

## 3. OBJECTIVES OF THE POLICY:

- (1) The Concert Tourism Policy aims to position Assam as a premier music and entertainment tourism hub by fostering a vibrant ecosystem that supports large-scale concerts and music festivals. Concert tourism will boost the local economy across various sectors such as food and beverage, retail, hospitality and local public and private transportation. It also encourages in creating employment opportunities in the host cities.
- (2) The policy aims to develop world-class concert venues equipped with state-of-the-art sound and lighting technology, ensuring high-quality concert experiences.

Assam aims to host renowned artists and large-scale, minimum 20,000 attendees, music festivals, drawing audiences from across the world through global collaborations with event organizers and industry stakeholders. A set of simplified regulatory procedures for providing the requisite permissions and support of the Government will facilitate seamless event organization.

## 4. VISION:

Assam Tourism envisions transforming the State into a premier destination for International concerts and music festivals through sustainable and responsible concert tourism ensuring environmental conservation and community participation.

## 5. MISSION:

- (1) Establish Assam as one of India's top concert tourism destinations in another three years by hosting at least 3-5 internationally recognized music festivals each year in collaboration with top-tier event management companies with a proven track record of hosing international music festivals.
- (2) Launch a dedicated **Assam Concert Tourism Calendar** to promote upcoming events through media houses, influencers, and social media platforms.
- (3) Attract sizeable concert tourists annually to strengthen the tourism-driven economy.
- (4) Introduce special concert tourism packages combining live music experiences with Assam's unique cultural and natural attractions by engaging travel agencies and airline partners.

- (5) Enhance Assam's global reputation as a cultural and entertainment hub, drawing visitors from across India and beyond.

With a clear vision and well-defined mission, Assam is poised to become a major hotspot for concert tourism, offering unparalleled live music experiences while driving economic and cultural growth.

## **6. KEY BENEFITS TO THE STATE:**

- (1) Large-scale concerts have the potential to significantly boost a state's economy by: generating increased revenue and GST collection from ticket sales, hospitality and transportation.
- (2) The hospitality sector also experiences substantial growth as concerts drive a surge in hotel, resort and homestay bookings. Restaurants, cafés, and local eateries will also see increased footfall, further strengthening Assam's tourism and service industry. By catering to concert attendees, local businesses will witness higher sales and revenue, contributing to the overall economic development of the region.
- (3) With an influx of tourists and concertgoers, the transportation and logistics sector will witness heightened demand for air, rail, and road travel. Local transport services, including taxis, car rentals, and chartered buses, will gain business, creating additional revenue streams. Improved transportation connectivity will not only benefit concert tourism but also enhance overall travel convenience for visitors and residents alike.
- (4) Investment opportunities will expand as infrastructure development around concert venues takes place. These improvements will not only enhance event execution but also attract global investors interested in future tourism projects and large-scale events. The influx of investors will contribute to Assam's long-term tourism development and position it as a preferred destination for international concerts and festivals.
- (5) Concert tourism will serve as a major driver of employment generation. It will create direct employment opportunities for event staff, security personnel, sound engineers, and stage crews. Additionally, indirect employment will grow in sectors such as hospitality, food services, logistics, merchandise sales, and local vendor markets. This economic ripple effect will benefit a wide range of industries and communities across the state.
- (6) Beyond economic gains, large-scale concerts will significantly enhance Assam's brand positioning and global recognition. By hosting renowned music festivals and international performances, the state will establish itself as a vibrant hub for entertainment and cultural tourism. Extensive media coverage, social media engagement, and digital promotions will further amplify Assam's presence on the global tourism map, attracting more visitors and positioning the state as a premier destination for music and entertainment.

## **7. ASSISTANCE FROM GOVERNMENT:**

To encourage leading global concert organizers to host large-scale events in Assam, the state government will provide the following incentives:

- (1) Viability Gap Funding (VGF) of up to ₹5 Crore per Event: Financial support to cover operational and logistical expenses.
- (2) Access to state-owned stadiums, and open grounds at no cost.

- (3) Coordination with the various government agencies such as law enforcement agencies for security, crowd management, traffic control (zoning, parking etc.). Municipal agencies for requisite permissions, waste management etc. Clearances by the respective local authorities to be provided in the form of formal No-Objection Certificates.
- (4) Assam Tourism and other government agencies will promote events through official channels and media collaborations.
- (5) Facilitation of liquor licenses for the duration of the event through simplified procedures.

#### **8. ELIGIBILITY CRITERIA FOR CONCERT ORGANIZERS:**

To ensure the highest standards of entertainment and audience experience, concert organizers must meet the following criteria:

- (1) Global Presence: Organizers must have a strong international reputation in hosting large-scale music events.
- (2) Proprietary Intellectual Property of Large Events: The organization must own the rights to established international concert brands.
- (3) Proven Track Record in India: Minimum of 10 large-scale concerts hosted in India with internationally renowned bands. Each concert must have had a minimum of 20,000 paid attendees.

#### **9. STRATEGIC LOCATIONS FOR CONCERT TOURISM:**

To maximize the impact of concert tourism, the Assam government will focus on the following cities:

- (1) Guwahati– The gateway to Northeast India, equipped with excellent infrastructure, connectivity, and vibrant cultural appeal.
- (2) Dibrugarh– A rapidly developing urban center with a strong youth population and growing tourism infrastructure.
- (3) Jorhat–A cultural hub with a rich heritage and the potential to attract music lovers and tourists alike.

#### **CONCLUSION**

The Concert Tourism Policy for Assam Tourism is designed to position Assam as a premier entertainment destination. By leveraging large-scale music events, the state will experience a surge in tourism, investment, and employment opportunities. Through strategic partnerships with leading concert organizers, Assam will unlock new economic possibilities and solidify its status as a vibrant cultural and musical hotspot.

**JOHN BERCHMANS EKKA,**

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Tourism Department.